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THE NEW ERA MOVEMENT
OF THE
PRESBYTERIAN CHURCH IN THE U.S.A.

EXECUTIVE FORCE
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WILLIAM S. HOLT
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BARCLAY ACHESON

To/

DATE

SUBJECT

AUTHOR

FROM THE OFFICE OF THE
ASSOCIATE GENERAL SECRETARY
156 FIFTH AVE., NEW YORK, N. Y.

October 26, 1920.

Fellow Publicity Director,

This leaflet has just been compiled; figures verified within two weeks. It is the only literature issued in connection with effort to complete budget and obtain specified gifts for debt on account of the Interchurch. Please give facts in leaflet to your Church whether or not it has met its quota. Facts about our church tend to make us feel more as one. Please use facts in these or other ways:

1. Put one fact a week, especially missionary items, in your printed church calendar.
2. Use in same way on homemade poster with picture cut from some magazine.
3. Use in talks in prayer meeting, etc. Your Minute Man may also have received a copy. Consult him.
4. Use facts that appeal most to your people at once as basis of news story for local papers.

Thanks!

HERBERT. H. SMITH,

In charge of Church Advertising.